

January 28, 2021 • Virtual Seminar

Government & Emergency Risk Communications

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YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:

Alfred Klein
Alberta Health Services



Josh Bowen
Northern Alberta
Institute of Technology



Matthew Moore
BlackBerry



Andrew Moull
Hamilton Health
Sciences



Shawna Bruce
M.D Bruce &
Associates Ltd.

... and more

Fallout from the COVID-19 pandemic and the rampant public health crisis that soon followed serve as a fresh reminder of the importance of effective communication across all levels of the public sector when it comes to response efforts for emergencies and disasters. It is imperative for public sector organizations to be on top of emerging emergency communications best practices in order to ensure that citizens and businesses are effectively informed and updated along every step of the way.

Benefits of Attending:

- Gain practical guidance to improve your emergency & crisis communications strategy
- Best Practices in emergency communications
- Select and use communication channels during a public health emergency
- Ensure voice and data networks and applications are resilient, secure, and accessible

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DAY ONE PROGRAM AGENDA: THURSDAY, JANUARY 28, 2021

10:00 - 10:10 EST



Welcome and Opening Remarks from the Chair

Josh Bowen, Director, Relaunch Coordination Team, Northern Alberta Institute of Technology

10:10 - 11:10 EST

Blind Spots in Crisis Communications

Alfred Klein, Director, Southern Communications Centre, EMS Dispatch Communications & Deployment, Alberta Health Services

- Learn through an exploration of case studies where your blind spots may be
- Understand the inherent risks of carrier networks that are common to public and private Carriers
- Implement a resilient communications network using non-typical communications pathways
- Learn how to create interoperability between unassociated communications pathways
- Understand the importance of thorough and regular exercising of failover and business continuity plans

11:10 - 12:10 EST



The Importance of Having a Diverse Subject Matter Expert Group for Crisis Communications, a Perspective from the Healthcare Sector

Andrew Moull, Emergency Disaster Management Specialist, Hamilton Health Sciences

- Importance of the SME position in the command centre
- The need for a team vs an individual SME
- How to incorporate the SME group effectively
- Putting together the right team
- Hamilton Health Sciences SME group during COVID-19

12:10 - 13:10 EST Break

13:10 - 14:10 EST



Communicating Throughout your Crisis: Learning from COVID19

Shawna Bruce, Director, M.D Bruce & Associates Ltd.; Risk and Crisis Communicator

- Why the COVID-19 crisis was different
- The science behind communicating risk
- How to effectively communicate to your public in an emergency or crisis - A Case Study Review

14:10 - 14:30 EST Break

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14:30 - 15:30 EST



When Leading Through Complex Crises, Prioritize Communications: Lessons from the Closure and Reopening of a Major Post-Secondary Campus

Josh Bowen, Director, Relaunch Coordination Team, Northern Alberta Institute of Technology

- Level-set expectations early; up, down, and across.
- Set the comms team up for success before activation!
- Develop emotional communications before they are needed.
- Navigating your audiences effectively takes deliberate preparation.
- Everyone is a communicator, leveraging the whole team.

15:30 - 16:30 EST



Protecting the Public with Effective Communications

Matthew Moore, Business Development Manager, BlackBerry

- Communicating with the public in a secure, reliable way is vital to an organization's operations, whether they are local residents or temporary visitors. An effective communication solution can allow you to reach targeted individuals, with relevant information, on any device
- In this session you will learn about best practices in planning, preparing and responding to critical events when being faced with the unexpected

16:30 EST



Closing Remarks from the Chair

Josh Bowen, Director, Relaunch Coordination Team, Northern Alberta Institute of Technology

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